

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 496016 /		<u>Alt Order #</u> 06351552
<u>Product</u> PATRIOT MAJORITY USA		
<u>Contract Dates</u> 09/28/12 - 10/03/12		<u>Estimate #</u> 1884
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 09/27/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 84	<u>Product Code</u> 91
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/30/12	10/02/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MT-----S				2	\$85.00			
N 2	KVVU	09/28/12	10/03/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$250.00			
N 3	KVVU	09/28/12	10/03/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$2,150.00			
N 4	KVVU	09/28/12	10/03/12	Better	M-F 11a-12p		:30			NM	3	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$195.00			
N 5	KVVU	09/28/12	10/03/12	Katie Couric	2-3p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$275.00			
N 6	KVVU	09/28/12	10/03/12	Anderson	3-4p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$300.00			
N 7	KVVU	09/28/12	10/03/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$350.00			
N 8	KVVU	09/28/12	10/03/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				2	\$950.00			
N 9	KVVU	09/28/12	10/03/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$450.00			
N 10	KVVU	09/28/12	10/03/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/28/12	10/04/12	MTW-F--				3	\$1,025.00			
N 11	KVVU	09/28/12	10/03/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 09/27/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/28/12	10/04/12	MTW-F--				3	\$900.00			
N 12	KVVU	09/28/12	10/03/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/28/12	10/04/12	MTW-F--				3	\$725.00			
N 13	KVVU	09/28/12	10/03/12	Extra	M-F 7-730p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/28/12	10/04/12	MTW-F--				2	\$950.00			
N 14	KVVU	09/28/12	10/03/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/28/12	10/04/12	MTW-F--				6	\$700.00			
N 15	KVVU	09/28/12	10/03/12	TMZ	730-8p		:30			NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/28/12	10/04/12	MTW-F--				2	\$1,350.00			
N 16	KVVU	09/28/12	10/03/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/28/12	10/04/12	MTW-F--				3	\$275.00			
N 17	KVVU	09/28/12	09/28/12	Fringe	Fri 9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$4,000.00			
N 18	KVVU	10/01/12	10/01/12	The Mob Doctor	Mon 9p-10p		:30			NM	1	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$6,800.00			
N 19	KVVU	09/29/12	09/29/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$2,100.00			
N 20	KVVU	09/30/12	09/30/12	NFL Early Game	NFL Early Game		:30			NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$9,500.00			
N 21	KVVU	09/30/12	09/30/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,850.00			
N 22	KVVU	10/03/12	10/03/12	The X Factor	The X Factor		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--1----				1	\$7,500.00			
Totals											53	\$63,305.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	10	\$20,925.00	\$17,786.25
10/01/12 - 10/03/12	43	\$42,380.00	\$36,023.00
Totals	53	\$63,305.00	\$53,809.25

Signature: _____ Date: _____

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REP HEADLINE# 6351552 TRF# 496016 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP27/12 12.49
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

ADV # _____ ADV. NAME ISS/PATRIOT MAJORITY USA REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # _____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME SARAH LEVENE
 3050 K ST NW, SALES PRSN PH- TERESA DIFURIA
 WASHINGTON, DC 20007

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6351552 CLASS: NATL. LOCAL REGIONAL
 PRDCT PATRIOT MAJORITY USA EST#1884 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT3/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP27/12 12.49

REP: TO ROSE
 FR NIKKI
 OK'D M1 SEE LINE 23
 TOTAL SAME
 PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20	S		100P-400P	30		\$9,500.00	9/30	9/30	0		SUN	0
PROGRAM : FOX NFL (GAME 2) CON COM1: FOX NFL (GAME 2)												
23	A		1000A-100P	30		\$9,500.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL (GAME 2) ORD COM1: MOVE TO SPOT TO EARLY GAME. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR SEP30 ON LINE-20 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = 84 AGENCY EST# = 1884
 AGENCY PRODUCT CODE = 91

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 ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 12.49
 *** KVVU-TV ***
 REP HEADLINE# 6351552 TRF# 496016
 \$\$\$ UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#20 MISSED: SUN/100P-400P SEP30 30S \$9,500.00 (SEP27/12)
 OFFER: SUN/1000A-100P SEP30 30S \$9,500.00 PLS ADVISE.
 CMT: MOVE TO SPOT TO EARLY GAME. PRE-BOOKED PLS APPROVE.

SEP/12	49005.00	OCT/12	14300.00									
CONTRACT TOTAL 63305.00												
TOTAL SPOTS 53												

MARKET TOTALS \$333,184 KVVU 19% KSNV 29% KLAS 22% KTNV 23% KVMY 6% KVCW 0% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

SEP27/12 10.12
*** KVVU-TV ***

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PROGRAM : DR OZ
CON COM1 : DR OZ
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REP HEADLINE# 6351552
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP27/12 10.12
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1 : FOX 5 NEWS AT 10P	30		\$2,150.00	9/28	10/3	3		F,M-W	3
4			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1 : BETTER LAS VEGAS	30		\$195.00	9/28	10/3	3		F,M-W	3
5			200P-300P PROGRAM : KATIE CON COM1 : KATIE	30		\$275.00	9/28	10/3	3		F,M-W	3
6			300P-400P PROGRAM : ANDERSON COOPER CON COM1 : ANDERSON COOPER	30		\$300.00	9/28	10/3	3		F,M-W	3
7			400P-500P PROGRAM : DR OZ CON COM1 : DR OZ	30		\$350.00	9/28	10/3	3		F,M-W	3
8			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1 : FOX 5 NEWS AT 5PM	30		\$950.00	9/28	10/3	2		F,M-W	2
9			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1 : FOX5 NEWS 5A	30		\$450.00	9/28	10/3	3		F,M-W	3
10			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1 : FOX 5 NEWS AT 530PM	30		\$1,025.00	9/28	10/3	3		F,M-W	3
11			600P-630P PROGRAM : FOX5 NEWS AT 6PM CON COM1 : FOX5 NEWS AT 6PM	30		\$900.00	9/28	10/3	3		F,M-W	3

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SEP27/12 10.12
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A	30		\$725.00	9/28	10/3	3		F,M-W	3
			PROGRAM : FOX5 NEWS 6A									
			CON COM1 : FOX5 NEWS 6A									
13			700P-730P	30		\$950.00	9/28	10/3	2		F,M-W	2
			PROGRAM : EXTRA									
			CON COM1 : EXTRA									
14			700A-900A	30		\$700.00	9/28	10/3	6		F,M-W	6
			PROGRAM : FOX5 MORNING NEWS									
			CON COM1 : FOX5 MORNING NEWS									
15			730P-800P	30		\$1,350.00	9/28	10/3	2		F,M-W	2
			PROGRAM : TMZ									
			CON COM1 : TMZ									
16			900A-1000A	30		\$275.00	9/28	10/3	3		F,M-W	3
			PROGRAM : MORE LAS VEGAS									
			CON COM1 : MORE LAS VEGAS									
17			900P-1000P	30		\$4,000.00	9/28	9/28	1		FRI	1
			PROGRAM : FRINGE FTC: 9/28/12									
			CON COM1 : FRINGE FTC: 9/28/12									
18			900P-1000P	30		\$6,800.00	10/1	10/1	1		MON	1
			PROGRAM : MOB DOCTORFTC: 9/17/12									
			CON COM1 : MOB DOCTORFTC: 9/17/12									
19			1000P-1100P	30		\$2,100.00	9/29	9/29	1		SAT	1
			PROGRAM : FOX 5 NEWS AT 10PM SAT									
			CON COM1 : FOX 5 NEWS AT 10PM SAT									
20			100P-400P	30		\$9,500.00	9/30	9/30	1		SUN	1
			PROGRAM : FOX NFL (GAME 2)									
			CON COM1 : FOX NFL (GAME 2)									

10~1p

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 SEP27/12 10.12
 *** KVVU-TV ***

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21			1000P-1045P	30		\$1,850.00	9/30	9/30	1		SUN	1
PROGRAM : FOX 5 NEWS AT 10PM SUN												
CON COM1: FOX 5 NEWS AT 10PM SUN												
22			800P-900P	30		\$7,500.00	10/3	10/3	1		WED	1
PROGRAM : X-FACTOR												
CON COM1: X-FACTOR												
SEP/12			49005.00			OCT/12			14300.00			
CONTRACT TOTAL												63305.00
TOTAL SPOTS												53

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